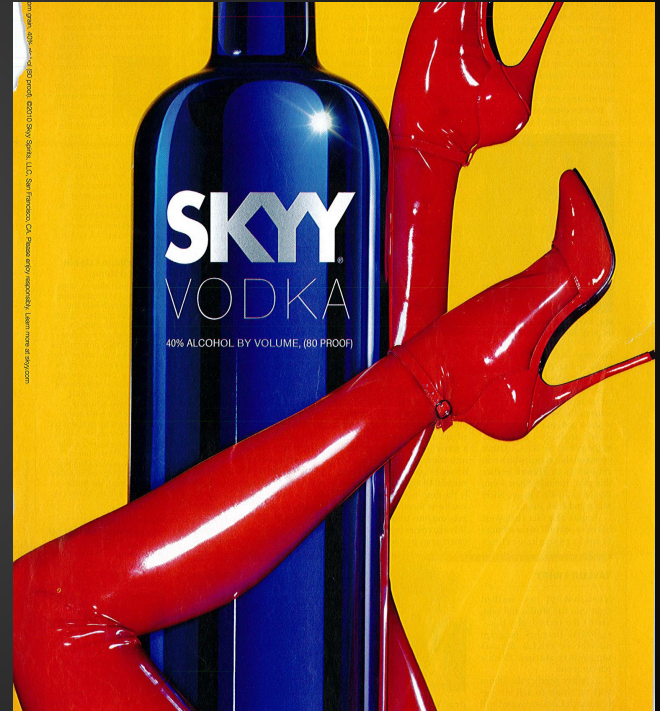


# **Alcohol & Tobacco**

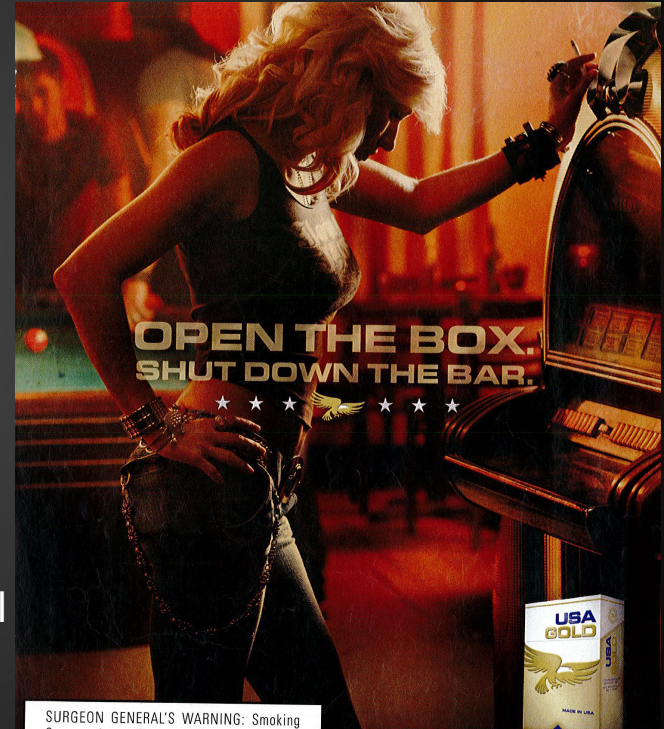
# Advertisement #1

- Author: Skyy Vodka
  - Audience: Young adults, people who are of age to drink.
  - Purpose of advertisement: To sell Skyy Vodka
  - Techniques: bright colors, showing a big bottle of the alcohol, legs around the bottle.
- Glamour Codes: Maybe romantic because the woman's legs are wrapped around the bottle.



# Advertisement #2

- Author: USA Gold
- Audience: people who smoke.
- Purpose of advertisement: to get people who smoke to start using USA Gold cigarettes.
- Techniques: The slogan in the center of the ad, the girl, the color isn't so bright but the red tint brings it out.
- Glamour Codes: Popular because it's at a bar and many people go to bars and it's kind of saying you'll shut down the bar if you smoke USA Gold.



# Commercial #3

- Author: Budweiser
- Audience: people who are of age to drink and adults that like Budweiser's beer.
- Purpose of advertisement: to sell Budweiser's beer.
- Techniques: a cute dog, being on the farm, the wolf approaching the puppy.
- Glamour Codes: Happy and Successful because the puppy makes it home safely



# Ad Busting

For Advertisement #2, I would change the words “ Open the box. Shut down the bar”. I think it should say that smoking is bad and can kill you, at least something like that. I’d make sure that the surgeon’s general warning label is on it, stating that smoking will cause you to have major health problems that can generally lead to death faster.